Mission: Improve bottom line profitability of the live production sector of the US poultry industry by providing timely applied research and education that contributes to increased efficiencies in housing, equipment, energy and environmental control.

The emphasis of the NPTC will be on improved efficiency, effectiveness, and economic viability of poultry production facilities. Specific thrust areas:

- New energy sources for and improved energy efficiency of facilities.
- Equipment advances for environmental conditions in facilities for optimal growth of birds.
- Improved structural adequacy and longevity of facilities.
- Engineering-related environmental quality issues.
- Possible interactions between engineering issues in the production phase and food safety of poultry products.